

Sturdy Stan at the CIA

By Joy Billington
Washington Staff Writer

When Jimmy Carter went out to CIA headquarters at Langley recently to give intelligence agents a pep talk, he urged them to be "more pure and more clean and more decent and more honest" than practically anyone else. They must be as Caesar's wife, he told them.

Such orders, of course, were delivered in the context of a widespread public impression that the agency had been less pure, less clean, less decent and less honest than many might wish.

CLOSE-UP

And, while many of the excesses of the past seem to have been curbed, the agency is currently under new fire — on the fundamental question of how well it is doing its job. Critics now are saying that Washington was caught off guard by the events in Iran, that something is deeply amiss at the Central Intelligence Agency when one of its personnel is found guilty of selling critical information to the Soviets.

At the center of the storm is Stanfield Turner, a 54-year-old admiral who neither smokes nor drinks, a deeply religious man in a world of cunning and stealth — who has been tasked to point the CIA in a more virtuous and efficient direction.

Turner's command began dramatically enough. It started with the so-called "Halloween Massacre." The admiral ordered 212 employees to hang up their coats and put away their daggers — the number ultimately would reach 820. That same night, Oct. 31, 1977, as pink slips were carried home all over town, Turner threw a "Halloween party for spooks," and guests ducked for apples.

This twist of Turner humor — to begin the overhaul of the clandestine service on the night of ghosts and ghouls — must have appealed to the director's sense of irony. For there was much about the tweedy, expensive clothes and the convoluted mind-

sets of the clandestine people that went against the grain of his own straight-arrow mind.

This year, the Turners' Halloween party featured "graves" of agency enemies, dangling skeletons, and a game for the 60 guests of guessing how many pumpkin seeds there were in a jar. There were 667. Iran's Crown Prince Reza guessed 650 and his prize was a packet of jelly beans. There are those who would argue today that the Crown Prince's jelly beans are more of a reward than the CIA would earn for its Iran estimates.

"My father left a small mill town in Lancashire called Ramsbottom when he was eight or nine," Turner says. "His older brother and an uncle had emigrated to Chicago and he and his widowed mother joined them." Oliver Turner didn't finish high school. He started out as office boy, worked his way up, and eventually founded a real estate company and did well.

See TURNER, C-3

The Director: 'Times have changed'

After having five directors in as many years and surviving a four-year battering that turned into a national debate about what kind of intelligence service Americans want, the CIA is beginning to get its act together again, insists the Director of Central Intelligence. Others are not so sure.

Stanfield Turner thinks the agonizing public debate over the CIA is over. "I think we've turned the corner. And we're on the offensive, not the defensive. We've got an important mission for the country. We're doing it well. We're doing it legally. We don't have to take any more guff."

But to many, Turner personifies a CIA hamstringing by restrictions, a cold, depersonalized operation with its own captain but with all orders coming from the White House and Congress. What some would prefer is a skipper who would take the ship down to the bottom while the depth charges exploded above them.

Opinion on Turner varies. A former National Security Council staffer says: "He's intelligent, a good field commander, but he leaves a lot of distressed people in his wake. The main charge I've heard is that he suppresses dissenting views. This makes the material less reliable to the wider intelligence community. And there's the feeling that he'll do whatever the president wants."

Ray S. Cline, director of Soviet studies at the Center for Strategic and International Studies, says Turner is moving in the right direction in analysis of intelligence. "The trick is you get all have to do with the other role of the CIA, the clandestine operations. The impression is that Turner isn't interested

in the operations side and that he hasn't been able to counter the deterioration of the last five years and get the clandestine services working again."

"Covert operations," Cline says, "the intervening in political events abroad, are virtually dead; except perhaps for feeding a little propaganda to foreign newspapers to counter Soviet manipulation of the news."

"But I'm not sure anyone could do much better, considering the hamstringing of the agency," he adds. "A new bill containing 250 pages of restrictions and monitoring provisions demonstrates a punitive attitude in the administration and Congress to the CIA. I don't think we can live with that. You have to take some risks. There are a lot of crises coming in the next few years. Turner would say that his intelligence is still very good because of the technical intelligence. But that mostly relates to large countries. It gives no information about the intentions of people. You need human intelligence for that. You can't take satellite pictures of intentions."

Turner disagrees. "Only the newspapers — and Ray Cline — say I rely too much on technical intelligence. Ray's a fine fellow. I like him. He's out of date. He hasn't understood what I was trying to do. But I've fought for the clandestine service. As they're stronger and better than they were a year ago. I have no intention of downgrading them. I'm here to make this a strong clandestine service for as long as well as 1978. I'm not playing for just the short run."

See AGENCY, C-3



Edie Adams still in there pitching for the good roles

By Judy Flander
Washington Staff Writer

HOLLYWOOD — They don't make singing comedienne like Edie Adams any more.

Bravely blonde and curvy, warm and glib, make-up artfully layered on, she totters in confidently on spike-heeled shoes with ties at the ankles that end in gold tassels, her bright dress "fanny-wrapped" with a matching scarf, on one of her long scarlet-trimmed nails she wears a flourish an enormous antique ring. During a luncheon interview, she's nibbling on a salad because, she says, she's been on a diet since she was three.

Her, nearsighted large blue knob-outlined eyes are fitted with soft contact lenses that give her perfect vision — to a distance of 15 feet — "so I don't fall off the stage." But to correct her astigmatism, so she can drive, she carries a pair of rhinestone-laden glasses to which she has added, in each corner, a rhinestone teardrop.

She's 51. She looks terrific. And television audiences will get a very special look at the actress, Edie Adams, when she appears in the upcoming NBC movie, "Fast Friends." Her role, as an aging, alcoholic singer who makes a come-back on a talk show, is small, but because of it, Adams is return on television.

"This incident really happened, as I understand it," Adams says, "to Sandra Harmon (writer/producer of 'Fast Friends') when she was working on a talk show. She got the idea of using poor dear Judy Garland for an entire hour but when it came time, she had to go over, pour black coffee into her and get her to the studio. They then glue her together with the makeup and the eyelashes and then there's that transition when the lights go on. Just love it."

"IT WAS THE BEST BUTTER," SAID THE MARCH HARE. . . How White Houseers raved about that Jimmy Carter's Surprise Birthday blow-out, flung last month aboard Air Force One, on the flight back from Florida. Oysters, birthday cake, the works. And just a couple of days ago, each White House Mess member got his own surprise: A bill for \$17.

CON BRIO, A LITTLE NIGHT MUSIC — Brace yourselves, Earwigs. When 9-year-old pianist Arthur Rubinstein concurred in Dec. 3 from France for the big Ken-Cen gala, spouse Nela will tag along. Everyone, you know, has been avidly awaiting his young friend and secretary, Annabelle Whitestone. Ear found out why



When Adams makes that transition in "Fast Friends," she'll give you chills. With her face, soft and blurry at the edges, and her voice, trembly at first, then sweet and pure, she is incandescent. If, despite her gaudy everyday get-up, Edie Adams also looks maternal, it may be because she's had a houseful of kids ever since she married the late comedian Ernie Kovacs in 1964. She and Kovacs had a daughter, Mia, now 19. Son Joshua, 9, is the product of a five-year second marriage to Hollywood business man, Martin Mills; and stepdaughter Carrie, 16, came with Adams' current marriage to jazz trumpeter Pete Candoli. When Kovacs was killed in a car crash in 1962, Adams wholeheartedly inherited his two daughters from his first marriage, Kippie and Bette, then 12 and 15. Both have been married, and Kovacs (who had been living with the couple since they were married), along with a \$600,000, 17-room Coldwater Canyon house that had a waterfall indoors and

See ADAMS, C-4

Talent on the dinner circuit

Bright spots found at Harlequin and Lazy Susan

By David Richards

If you relish Broadway musicals in their full-grown (or full-blown) state, it goes without saying that dinner theaters are not the place to see them.

The sets, costumes and special effects have invariably been scaled down, and the chorus thinned out, where thinning is possible. The music is apt to be pieced together, if it's not, it's played by a mere handful of musicians. The big production, numbers are usually rather modest, attesting to the fact that a good choreographer is hard to find.

What you may occasionally discover, however — occasionally enough to make looking in on the dinner theaters a legitimate pastime — is a surprisingly full-grown performance. Young talent has to train somewhere and dinner theaters are about the best available place to do so. There, in the midst of a show that is doing its honest and earnest best to entertain, is a performer who is more than earnest and honest — one who is, in fact, pulling up the show by its very bootstraps.

You can see it happening on two of our dinner theater stages right now — at the Harlequin Dinner Theater (in Rockville, Md.), which is presenting "The King and I"; and at the Lazy Susan Dinner Theater (in Woodbridge, Va.), which has turned to "Oliver" for the holiday season.

"The King and I" is Rodgers and Hammerstein's 1951 musical about the adventures of an English governess in the Court of Siam, a century or so ago. "Oliver" is Lionel Bart's 1960 musical about the adventures of a young boy in the Court of beggars and thieves. Both productions are better than average. Both have strong, melodic scores, unashamedly sentimental books and, perhaps not so coincidentally, a gaggle of children in the cast. (Dinner theaters, after all, do cater to the family trade.)

"The King and I" is the more moving of the two, but "Oliver" has more gusto. All other things being equal (and they pretty much are), a choice between them boils down to whether you prefer picturesque Dickensian squalor or the gilded exoticism of the Orient.

In both cases, though, you will be rewarded by a lead performance that transcends the limitations of dinner theater and suggests that it would be very much at home on one of the city's larger professional stages.

At the Harlequin, it is delivered by Mary Ellen Nester, who brings an extraordinary amount of grace and well-bred charm to the role of Anna, the determined governess originally played by Gertrude Lawrence. Nester is a fine-looking woman and she sings with limpid elegance. But she is also doing some amazingly delicate dancing. Never once overstepping the lady-like confines of the role, she manages to project iron-clad strength and an inviolable sense of conviction. If a rock and a butterfly could mate, their offspring might have qualities like these.

At the Lazy Susan, the winning performance is that of Joseph Mullin, who is playing Fagin, the mastermind of a ring of child pickpockets. Mullin's work is of a different nature, but it's just as sure. He is giving us a grand caricature. Were it not for the multi-colored silks spilling from his overcoat, you'd swear he'd just been drawn for the evening by an illustrator with a devilishly wicked pen.

His body is as bent as his principles, while his nose is as sharp as his voice. He has the eyes of an eagle, but he moves like a sewer rat. Let him coo up to his treasure chest, those eagle eyes momentarily softening with true affection, and you find yourself thinking that the man is worthy of Moliere. For Mullin, who just a show ago was playing the sturdy patriarch in "Shenandoah," it's a boldly impressive switch.

They've heard it in China 40 years ago, starring a Pekingese, mushrooms, and a rickshaw; in France 30 years ago, with a Siamese cat, cold chicken and a bicycle; in the Philippines 20 years ago, featuring a Boxer, potato salad and a taxi; in a fire station near Wheaton 10 years ago with a Dalmatian, catfish, and a fire engine. And just the other day, writes Mr. Disgusted from Detroit, it was on a couple of teatime shows, where two totally different folks said it happened to them personally. Ear is bitterly disillusioned. "What is 'Truth'?" it inquires wisely of Uncle Oscar. He was still tipping his hat to Arthur Rubinstein, and paid no attention whatsoever. Tomorrow: Truth in Ear Watch carefully.

The Ear

the switch: His hostess-to-be, D.C.'s grandest grande dame, Mrs. Robert Low Bacon, sent him an icy telegraph: "If you don't bring your wife, you won't be welcome." Arthur tipped his hat to Nela. Ear tipped his hat to Mrs. Bacon. Uncle Oscar tips his hat to Arthur.

TRUTH DOESN'T COME ON LITTLE

CAT FEET. . . Dreadful news, darlings. Remember Ear's absolute aversion to this year? The cat which died after eating some party salmon, whereupon the hostess buzzed all her guests to twist their stomachs cramped, and next day a neighbor rolled in to tell her that kitty had been hit by a car? Well, Jeering Earwigs nationwide howl that it's not new.

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SECTION C
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TV TONIGHT

It's 'White Shadow' in, 'Waverly Wonders' out

By Bernie Harrison
Washington Staff Writer

NBC's "Waverly Wonders" came and went! swish dunk over and out, with Joe Namath as the high school basketball coach, and here's CBS tonight, with the premiere of another series about a coach of a high school team who is called "The White Shadow" (WDVM-9 at 8). There's one immediate difference in favor of the CBS project.

They've got an actor, and a good one — Ken Howard — to play the title role, not a sports personality.

Another difference? This is drama — not laughter ha-ha — and when you consider that the school is named Carver (George Washington) in Los Angeles, and that the basketball program he takes over is in a shambles, you can anticipate the story and the coach's shambles, and what "The White Shadow" is a euphemism for.

Some of the kids aren't exactly amateurs, either: there's Jason Bernard (Willis) from "Car Wash," and one of Robert Hooks' sons, Kevin, growing up fast, Jason Bernard and Joan Pringle play the school's principal and vice principal.

It's an MTM production, another plus. The minuses? The predictability of the attitudes and what happens and the scene itself, with its inevitable overemphasis of sports and the coach's role as a one-man everything (including social worker, counselor, etc.). Whatever happened to concepts like "Room 222"? TV is not only late with this one, but laboring on the wrong court.

As it happens, "Little House on the Prairie" (WRC-4 at 8) also features a lot of young actors — as blind students being led to their new school in Walnut Grove, with Charles Ingalls and Joe Kagan (Miss Gurn), the town's only black resident, guiding them. Lots of action in Winoka, before they leave in the opening segment of a two-parter. I'd stick with "Little House."

The movies

"And I Alone Survived" (WRC-4 at 9) is another survival story in seemingly impossible wilderness conditions. The heroine, Loren Elder, played by Blair Brown. The setting, the Sierra mountains where the

See TV TONIGHT, C-5

AGENCY: 'The Old Boys' are upset because covert action is more difficult

Continued From C-1

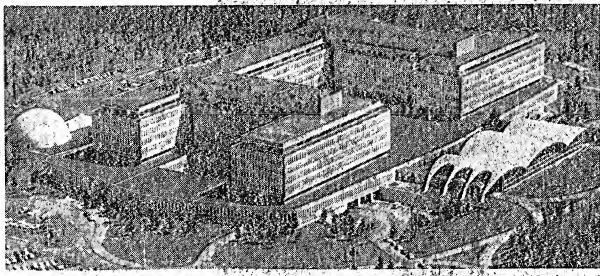
Turner denies the agency is being hamstrung. "Having to report to eight committees of Congress on covert action is confining but the rest of these restrictions people are talking about are all involved in the protection of the rights of American citizens and this really is not a major part of our activities. These restrictions, which we all want, are not that hamstringing."

Complaints from the Old Boy net, largely centering on the clandestine operations issue, remain nettlesome to the director.

"I've been a staunch supporter of the clandestine service and have gone to bat for them. I've had my speech at the National Press Club. What am I doing there? I'm defending the clandestine service's right not to reveal its sources. I don't do that to promote morale but because that's what's necessary to have an effective clandestine operation. And if they continue to believe they're effective their morale will be good. But it is up, much up."

Reductions in the clandestine service, "gave the younger clandestine people more opportunity, and they've percolated down. As a result of this we've cleaned out... not dead wood, but excess wood. They were good wood, but excess. They had too many of them. So there are more promotions in the clandestine service this year than ever before."

Regarding "risk-taking" in the clandestine service the Admiral says flatly: "The clandestine service is out of business if it doesn't take risks. Most of the Old Boy network is subconsciously upset because covert action is more difficult today. But I've been here 19 months and there's only one covert action I would like to have



The CIA in all its awesomeness

undertaken that we didn't. In short, there are not many covert action opportunities today that would be useful and effective for our country."

"The times have changed since we could overthrow a government in Guatemala or Iran. The country neither wants to do that kind of thing nor is it really as do-able as it was 30 years ago."

The Old Boys are upset because the plan, the fun of going out and not only finding intelligence but influencing events is over. It was more vibrant in the past. It was more vibrant in the military in the past. Every time there was a smoke signal we sent the fleet off over the horizon. We don't do that any more. And they're just beginning to learn that.

"It's interesting because so many experiences here are just five or 10

years behind my military experiences. The attack on this agency came about 1974. The attack on the military came in 1970. The plan of charging off into the wild blue yonder in the military has changed too. But they'll get used to the changes. Because what's left to be done is more important than it was in the past... more intelligence as opposed to covert action."

"I don't feel circumscribed in taking the appropriate risks. I think we're being more judicious in evaluating those risks. Now maybe the Old Boys also sense that. But I tell you, when you look at the mistakes that have been made here in the past because people didn't ask 'Is it worth it?' Some of the things for which they were most criticized weren't worth doing. They didn't measure the risk against the benefit. Now we're doing that. And if they think that means we aren't willing to take risks they're full of baloney!"

"I sat at that table recently with all CIA professionals around the table and I said 'I want to do this, now vote!' Every one of them voted no. I said 'OK gentlemen, you win. I just want the record to show that I—the only outsider—am the guy voting to take the risk.'"

"Now I don't say they were wrong and I was right. If I really thought I was right, I'd have over-ruled them. But I'm perfectly willing to take risks, that's what I'm paid for. And the whole organization knows that. If I let you talk to the clandestine people they would not produce many insights where they suggested a risk that I wouldn't take. I've turned some down, of course."

— Anne Marie Welsh

"Carter makes public statements and the next CIA analyses lean in that direction."

CIA morale in the field is so low, he insists, "that if you evaluate on a one-to-10 scale in comparison with the KGB, the CIA would have gotten a five at its highest effectiveness. Right now they operate at the level of one. The KGB operates at eight."

Zumwalt blames Carter rather than Turner. "I don't think anyone at the CIA could perform differently given a president who operates from an administrative position. I'm not from, who thinks that the same ideological and theological orientation effective at Camp David with two religious men can be applied to the Soviets. So they're taking him right and left. And Admiral Turner is giving the president exactly what he wants, which is what one should expect from a loyal presidential appointee."

Turner flatly denies that he has politicized the agency's intelligence reports for the benefit of the administration. "What you are seeing is a greater openness regardless of whether it supports or detracts (from administration positions). I'm not in the policy game. I'm declassifying what can be de-classified. Sometimes I'm praised and sometimes I'm damned. I'm not here to undercut the president but I'm not here to support him in a political sense, because I have to be objective."

He also denies the accusation that he restricts dissenting views in CIA analyses. "If there is one thing I have done successfully it is to emphasize minority views in the intelligence reports. You can't find anybody that would deny that I've driven footnotes out because before I came here I never read the footnotes. I assumed they came from some wild guy who had to dissent."

"Today if a dissent is necessary it goes right in the text of the estimate. You have to read it. Then the decision maker's got the whole picture. I am just excited what it's done to improve the estimating process and I'm curious to know who accused me of suppressing minority views. If I knew I'd probably hang him up by his thumbs..."

He is not embarrassed by the Arkady Shevchenko case in which it was revealed that the former Soviet diplomat had spent large sums of CIA-provided money on a woman. "I don't want to be a prude. I don't ap-

prove in my own life of the kind of things Shevchenko was doing. But it's his private life. He's an unmarried man. He has the right to do what he likes with his money and his spare time. We're trying to help him transition into being an American, without invading his constitutional and legal rights to privacy."

He hasn't done anything criminal. We had no part in his private female companionship relations. We did not pay him to pay her. We paid him what he deserves on the grounds of what he is doing for us. I'm proud we have a man of his high caliber and reputation and promise inside the Soviet Union. I mean, it really shows that when he lived here for a few years...

He had everything going for him in his country, he was the youngest



ambassador they ever had. He leaves everything behind in order to accept our way of life. We all ought to be proud."

However Turner is embarrassed over the case of an employee, William Kampiles, having been convicted of selling satellite secrets to Moscow. "I've tightened security procedures here. I'd like it not to have happened. It's very difficult to establish such tight procedures that it can't happen. All the papers on my desk are highly classified. It's the medium of doing business. If I have to sign for each one we can get ourselves tied in knots. So you have to compromise between efficiency and security. I think the whole government in the past 10 years has learned a little bit much toward more efficient ways of handling their paper rather than to secure ways of handling them."

— Joy Billington

Caracas talent equals program

Ballet International de Caracas completed its first local season with a showing of "Rodin, Mink," a dance work more equally matched to the artistic gifts of this company than most selected for the weeklong run at the National Theater.

In "Rodin," choreographer Margo Sapington gives life and movement to a series of sculptures by the Frenchman who was drawn to capturing dance. Created for the Harkness Ballet in 1974 and set to a ballet score by Michael Kamen, the work ranges from the empty to the stunning. Passages for The Eternal Idol, The Athlete, and for The Kiss were inspired, and far more interesting

than those sections that were merely pale copies of the familiar forms.

The Burgers of Calais seemed to leap from the Hirschhorn Garden into a drama of friendship and searching in which the physical beauty of the Caracas men became even more compelling in flowing gowns with the patina of old bronze. The piece closed with an inferno scene more like Dante or Bosch than Rodin but memorable nonetheless.

So ended the first major American visit of a company blessed top to bottom with dancers of major caliber; for their repertoire attains the same level of distinction, their next visit should be outstanding.

— Anne Marie Welsh

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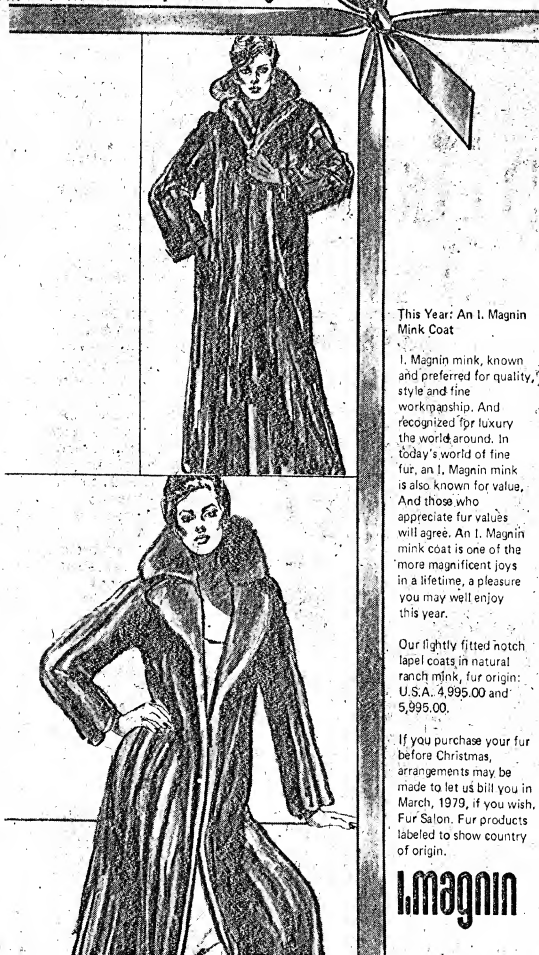
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TURNER: Can the CIA ride out the storm and do its job? Sturdy Stan thinks so

Continued From C-1

Turner's family were sufficiently well off enough to give their children good educations. Stansfield attended Amherst, Annapolis and Oxford.

He admits to being "more of a cut-up" at Amherst than at Oxford later, although his pranks were clearly in the Good Clean Fun category: "One thing I did that was fun was getting hold of the master key and locking the whole fraternity in their rooms one night."

At Amherst, Turner broke briefly with his lifelong teetotalism. "I was opposed to drinking when I went to Amherst but pretty soon I gave in and went out with the boys for a beer and I was a regular drinker from then until 1949 when my brother was killed in an automobile accident

and Mr. Outside", as Turner terms them.

Today they meet at Webster's shop or Turner's — a friendship must make J. Edgar Hoover, who resented the CIA, turn in his grave. They see each other at the security coordinating meetings at the White House. And play tennis together regularly. Webster refuses to say who wins. "It's very close," he says tactfully.

At Annapolis, Turner was a guard on the Navy football team. He graduated 25th academically and first militarily in a class of 320. He remembers his fellow midshipman Jimmy Carter as "a quiet, very friendly Southern young man" but they didn't know each other well. "You don't when you live in a 4,000-man dorm, unless you have clubs in common or live near each other." They came to know each other later when Turner was head of the Naval War College at Newport. He invited the governor of Georgia to lecture, as part of his policy of broadening the education of naval officers studying there.

Turner went to Oxford as a Rhodes scholar in 1945 for two and a half years. There, he says, "I was just another blooming Yank." There wasn't much tearing down to London. "We had three very very good terms and a lot going on at Oxford. You're supposed to do a lot of your serious studying on your vacation. We Americans would pack up a bunch of books, read for the French Riviera and head around. We stayed away from England for vacations because right after the war the food was bad, the climate was bad, so as soon as we got out of school we'd grab the boat train and head for the sun."

where drinking was involved, I decided then that the dangers weren't worth it and gave it up. I surely never missed it."

As CIA chief Turner is now having "a running battle" — albeit gentlemanly — with the current president of Amherst. "He wants to know what relations the CIA had in the past with Amherst, before we forewarned dealing with campuses. We feel that if we made an agreement in the past and said we'd keep this secret that we won't disclose our past sources any more than our present sources."

His old friend William H. Webster, now head of the Federal Bureau of Investigation, laughs when asked if he led Turner astray at Amherst. "Probably." But Stan was a very straight arrow. His nickname was 'Sturdy Stan'. My wild days were after Stan left. Maybe my role model cut me loose and I misbehaved after he left."

They were both members of The Sphinx Honor Society, and wore the black pork pie hats with purple stripes that marked members of what Webster calls "the epitome of what was best at Amherst, the junior leaders. I think Stan was president."

The fact that Sturdy Stan was steadily climbing the rungs of the Navy ladder is something Webster would have expected. What neither could ever anticipate, however, is that one day they would head the CIA and FBI respectively — "Mr. Inside



The Turners and Hornblower

A fellow Rhodes Scholar at Oxford, Pittsburgh University Chancellor Wesley Posvar, admits he was a bit surprised when the Carter administration chose Turner for the CIA. "I was surprised they were that smart! He was an obvious choice, a balanced internationalist with a military background, a scholar and intellectual and a man who understands national security far better than many others whose names were mentioned."

Posvar calls his old friend "a pretty straight guy. He behaved then at Oxford, as he does today. The only difference is a little gray hair."

Turner retells an Oxford experience vividly:

"My tutor, Herbert Nicholas, was writing a book about the 1950 election when Churchill unsuccessfully sought to unseat Attlee. I had an automobile and I drove him all around the country to interview politicians. One night we were in the Rhonda Valley — a very poor coal mining area which was very Communist oriented."

"We went to hear Harry Pollitt, the secretary general of the British Communist party, whose constituency it was. We went with my tutor's two sisters who were spinster school teachers. Pollitt described Mr. Forrester, the American secretary of defense, as so typical of the paranoid American capitalist that he'd jump out of a window if he heard a siren go by, thinking it was the signal for the Russian invasion."

I challenged the statement and he put down a five-pound note and said 'I'll bet you five pounds it was in Time magazine. That's my source,

Well, later I checked Time and there wasn't a scintilla of evidence that would give Pollitt something to work on. It was just a total lie, which was very illustrative to me of my own long experience of dealing with communism."

"That was one of my first rubs with it. Here was a man who was willing to lie where he couldn't be proved wrong — in the middle of the night in the Rhonda Valley."

"The next day there was a two-column headline in the Daily Worker: 'Chicago Gangster Invades Rhonda.' It was about me 'invading' with my gun molls. . . my tutor's two spinster sisters. I had a Morris Minor but they accused me of riding in my big black limousine with my molls. It was very, very revealing."

Stansfield and Pat Turner live in a pleasant admiralty-size house on the grounds of the U.S. Naval Observatory. It is the first time a CIA chief has lived in such a "safe house," Pat Turner explains, which makes the CIA security people "very happy. We benefit from the security that goes with the vice president living up here."

A comfortable, placid woman, Pat Turner says she has little curiosity

about "the secrets" her husband carries. This even extends to their son, Navy Lt. Geoffrey Turner, who is presently doing post-graduate work at the Naval Post Graduate School in Monterey, Cal. "I don't know the subject of his thesis. He can't tell me. He and my husband talk but have to go out of the room," she says. Asked if she isn't tempted to listen at the door Pat Turner laughs: "It's all gobbledygook and code words I couldn't understand."

She has been a voracious reader of spy yarns for longer than her husband has been in the nation's No. 1 spook. While John Le Carre is somewhat complicated, she admits, pointing to "The Honorable Schoolboy" which she is reading, "it gives you a feel for the dreary part of the espionage business which contains so much tedious work."

Pat Turner has instigated the first organized wives meetings in the history of the CIA. Some 28 wives of "top section leaders" now meet for lunch once a month. "A lot of the lesser women just can't do it because their husbands are not acknowledged as working for the CIA."

"I felt they needed a little togetherness, they've been picked on so much and taken so much criticism. I think they're wonderful, dedicated people who've been unjustly treated by the press."

Pat Turner 'dabbles' at sculpture, painting, collage; she can unstop sinks, garbage disposals and toilets; wire plugs and re-wire lamps; hang wall paper and paint walls. "The hardest thing a Navy wife has to face is the change from being very competent while the husband is at sea to giving up the bankbook and the keys and becoming a nice little hausfrau when he comes home," she says.

During their marriage they have lived in Washington, San Diego, Newport, Long Beach, Honolulu and Naples, Italy, the last post before the CIA. There, where Turner was in charge of NATO's southern flank, they had a magnificent villa overlooking the Bay of Naples — "the most elegant I've ever lived in," she says calmly, without any note of nostalgia.

They courted in Carmel, Cal., where Pat was secretary to a Christian Science lecturer. Ten years earlier in Highland Park, near Chicago when they were both 12 years old, they had attended the same Christian Science Sunday school class. Their courting ran to dancing on the beach at Carmel, both dreamy after seeing "An American in Paris" and to walking by moon-

light along the beach in Chicago.

During their first years together they managed well enough on his Navy salary, together with "what he'd saved at Oxford." She had "a small inheritance" that helped some with the children's education. In 1963 "his grandmother died and left him a third of her estate." Turner's salary today is \$57,500.

As an active Christian Scientist, they attend the Sixth Church of Christ Scientist-Pat Turner does not take medications, even aspirin. "I don't need it. I've only had five headaches in my whole life. We go to dentists and I wear glasses and my father-in-law had his surgery," she adds as an illustration that they are not such strict Christian Scientists as those who refuse any medical aid. They both pray regularly and read a weekly lesson. Pat Turner says she has found prayer helpful in healing "many physical problems."

Turner is an intensely religious man. "A few minutes of contemplation and prayer at the beginning of the day helps you off to the right start and puts things in perspective," Turner says. "You're not as important as you thought you were."

They like "to be in nature together" and still manage to walk in the woods here in Washington without a security man trailing along. And while they no longer dance on mobile beaches, now they're in their 50s, there is some frivolity-such as the sled he gave her last Christmas — at Turner's sledded over the hills of the Observatory compound last winter with their golden retriever Hornblower at her side.

Then, every evening before bed, there's a 22-year-old tradition of the three games of double solitaire. "He gets off all his inhibitions and lets off steam. On mother's day he beat me in 17 games. Hornblower sits under the table and Stan tells him what mistakes I'm making."

Lecture on Castles

A lecture entitled "The Castles of Belgium" chronicling the history of Belgium as seen through its castles, will be given by His Highness Prince Antoine de Ligne tomorrow night at 8 in the Baird Auditorium, located in the Museum of Natural History, 10th and Constitution Avenue NW.

The lecture will also feature a color film, "Castles of the Kingdom," that includes the home of Prince de Ligne. Admission is \$5.

For tickets and additional information, call: 381-5157.

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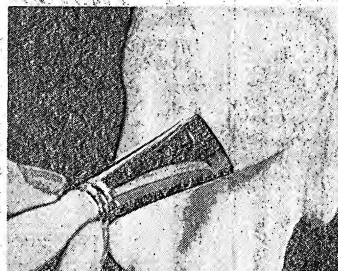
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TV TONIGHT

Continued From C-1
single-engine plane in which she was a passenger, crashed. Her woman companion died a few hours later, the pilot perished during the freezing night. Loren, in shock with a broken arm and a bone-deep cut on a leg, began her descent across a sheer face of a cliff covered with ice and snow.
For super suspense, check Audrey Hepburn's "Wait Until Dark" (WDCA-7 at 8) as she, blind, a photographer's wife, trying to outwit a murdering trio after a heroin-filled doll. On the late beat, "Riot in Cell Block 11" (WTTG-5 at 1 a.m.) is not mistitled. Grim.

The sports beat
Without the "censored" cheerleaders, for our gridiron kicks, we'll have to look at Pittsburgh at San Francisco (WJLA-7 at 9), or humble Howard and company.

The series

Norman Cousins brightens "Over Easy" (26 at 7-8) "Lucan" (WJLA-7 at 8) is kidnapped by a millionaire who wants to exchange him for an experimental serum to cure his drug-poisoned son. Selgi Ozawa conducts the Boston on "Evening at Symphony" (26, 22 at 8) in Elgar's Violin Concerto in A Minor with Itzhak Perlman as the soloist, and Beethoven's Symphony No. 7 in A Minor. Merv Griffin begins his New York shows (WTTG-5 at 8:30) with a welcome from Mayor Koch, plus Ethel Merman, Val Brynner and Shelley Winter. "Charles is living it up on 'M & S' (WJLA-7 at 9) thanks to his Korean servant, but the Korean has a real contribution to make later, a native remedy for a difficult medical problem. Sato Shimono plays Kwang Yong "One Day at a Time" (WDVM-9 at 9-10) begins a two-part in which Mackenzie Phillips (as Julie) makes her singing debut. Julie auditions for Barbara's boyfriend's band and meets with too much success. The sisters tangle. "Remember Stephen Elliott, the patriarch of 'Beaumont Hill'?" He plays "Lou Grant's" crusty old boss, owner of a rural newspaper, and vacationing Lou stumbles on a story that could tear the town apart (WDVM-9 at 10).

Tomorrow's Highlights

9 a.m. DONAHUE, Dr. Stephen Cohen, author and therapist at the University of Illinois, discusses the other generation gap — the one between adults and aging parents.
Noon. PANORAMA, Host: Jackson Bain. Co-hosts: Cynthia Winters. Guests: Composer William Penn. "Medical File" segment features Dr. Goldstein discussing spinal cord injuries.
1 p.m. NOVA: "The Descent of the Edge." The conversion of productive land into desert (desertification). Due to man's mismanagement, is explored. (Repeat).
RADIO TOMORROW
WAMU-FM (88.5), 9 a.m. — Kaleidoscope with Irma Andahut. "Whales."
WTOP-AM (1580), 9:25, 11:55 a.m., 3:40 and 8:35 p.m. — Garden of Eden: Potpourri of garden hints (weekdays).
WAMU-FM (88.5), 10:30 a.m. — Health Call with Diane Rehm. "Epilepsy."
WJLA-AM (980), Noon — Rock Album Jackson Browne's "Satellite Before Us."
WQMS-AM (570) and FM (103.5), 1:05 p.m. — Opera Malice: Beverly Sills in Lehár's "The Merry Widow."
WAMU-FM (88.5), 8 p.m. — Fred Fluke. Topics: The impact of money on congressional decision-making; and "The People's Almanac #2."

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TELEVISION TOMORROW

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Tomorrow's Horoscope

By Sydney Omarr
Tuesday, Nov. 27, 1978
ARIES (March 21-April 19): You gain greater understanding of costs, investments, potential, rights, permissions, special favors.
TAURUS (April 20-May 20): What had been binding, legal red tape is removed. You'll have greater freedom of thought and action.
GEMINI (May 21-June 20): Study Taurus message. Specifically desires, trying to be evasive could make you appear foolish.
CANCER (June 21-July 22): Accent confidence, taking a chance on your own capabilities. Changes occur in swift manner. Speculative ventures command attention.
LEO (July 23-Aug. 22): Home, fixtures, security and safe areas are emphasized. Know difference between luxury and extravagance. Bring priorities into focus.
VIRGO (Aug. 23-Sept. 22): Define terms, check alleged "shortcuts." Be sure you are not sacrificing quality for flash, glitter. Don't trade happiness for intrigue.
LIBRA (Sept. 23-Oct. 22): Accent on production, authority, responsibility, involvement. Money is very much a part of scenario. What had been discussed and delayed has surged to forefront.
SCORPIO (Oct. 23-Nov. 21): You gain added recognition. One who seeks seeks your counsel. Aries, Libra could figure prominently.
SAGITTARIUS (Nov. 22-Dec. 21): You gain enlightenment. What had been hidden is revealed.

vealed. Accent on new approach to club, group.
CAPRICORN (Dec. 22-Jan. 19): Business, professional endeavors could pay dividends. Means progress replaces dilemmas. Be practical means to protect your interests.
AQUARIUS (Jan. 20-Feb. 18): You get desired, burning horizons open. Financial picture is brighter. Gemini, Virgo could figure prominently.
PISCES (Feb. 19-March 20): Accent on travel, desire to be free of restrictions. Pursue long-range project; you are on more solid ground than might be imagined.
IF NOV. 28 IS your birthday, you are attractive, unique, original, inventive, independent. You also can be temperamental, stubborn and determined to have your way. Leo, Aquarius persons play important role in your life. New start made this year, including meetings and contacts, will bear fruit. July was a standstill month. In December, you could finally steel challenge. In 1979, your domestic situation changes — for the better. You obtain property, could be a money month for you. Social life accelerates in January.

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Laurence Lesser, Violoncellist
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Op. 137, Rondo in C major, Op. 137, Trio in E-flat major, Op. 100
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HYBLA VALLEY
Alexandria, Va.
K-B BETHESDA
Bethesda, Md.
LANDOVER 6
Landover, Md.

By Abigail Van Buren
DEAR ABBY: In a recent column you said it was all right for a girl to let a guy know she liked him and wanted to see him again. You said it would save time, and do away with a lot of game-playing.
My son disagrees with you. He is a flight attendant with a big airline and he says he's turned off by women who are forward. He claims that men still like to do the courting, but lately they don't have a chance because women's libbers have made women so aggressive.

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Dear Abby
I must say that I agree with my son, Abby. When I was a girl my mother never allowed me to call up a boy, and I always had more dates than I could handle.
I told my son how it was in the "olden days" when I was dating, and he said, "It's too bad it's not like that today. It would be much more romantic."
Just thought you'd like to hear about a young man who prefers an old-fashioned girl.
—Mom
If it works for him, fine. But my mail indicates that most men prefer women who aren't ashamed to make the first move rather than those who use the old laid-back, catch-me-if-you-can technique.
Everyone has a problem. What's yours? For a personal reply, write to Abby, c/o The Washington Star, Box 69700, Los Angeles, Calif. 90069. Enclose stamped, self-addressed envelope, please.

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TV show
this week.
Monday
Freddie Prince's Story
His mother shares
Tuesday
48 Kids Call Him Dad
like Keaty: professional parent
Wednesday
Science & The Bible
Researchers recreate creation
Thursday
TV's Pied Piper
Jimmy Weldon: broadcast babysitter
Friday
Hit By Lightning
Wilma Stanchfield's shocking tale
20 10:00 am
WDCA-TV

4n

The Washington Star Business Finance

MONDAY,
NOVEMBER 27, 1978

Greer/Kandel Report

Newsletter Seeks Fitness And Profit

By Philip Greer and Myron Kandel

Columbia University's prestigious Institute of Human Nutrition is about to venture into the publishing world and launch an ambitious new project designed to help improve the health and fitness of executives and other employees of the nation's corporations.

The goal, according to Dr. Myron Winick, director of the institute and one of the world's leading authorities on nutrition, is to upgrade the information available to the general public about nutrition and its importance to the maintenance of good health by using corporations as the avenue of distribution.

"At the same time, the institute, a division of the university's College of Physicians and Surgeons, also sees the project as a profit-producing operation that will bring in funds for its research and teaching activities."

The NEW PROGRAM is built around publication of a six-times-a-year newsletter. Nutrition, which Winick hopes will reach a mass circulation within a few years, but the institute isn't counting on obtaining subscribers through the customary means of heavy advertising and direct-mail promotions. It's offering the publication to corporations at bulk rates for distribution to employees.

For large companies, where individual distributions might be considered too expensive, the institute is offering another method — permission to reprint articles or other internal publications.

Another feature of the program consists of special seminars to be held under the auspices of participating companies, as well as a national symposium for corporate health officers.

"Since the three major killer diseases affecting Americans — heart disease, high-blood pressure and certain kinds of cancer — are related," Winick said, "we feel it is time for the university's health science component to get involved in communicating to the public nutritional information to the general public."

"And although it's not lethal, the most serious disease we have in this country is obesity," he added.

Corporate executives — despite their generally high education and income levels — particularly need nutritional guidance because their relatively sedentary lives and high-pressure jobs make them more prone to certain types of illnesses that are nutritionally related, such as obesity and hypertension, he said.

A regular section of the newsletter, Winick noted, will be devoted to how to eat properly when dining out, with specific advice on which foods to favor and which to avoid.

IF DR. WINICK wants an example of the profits — as well as the pitfalls — in newsletter publishing, he can look at the experience of McGraw-Hill Inc.

On the minus side, the giant publishing company has quietly closed the books on a bitter newsletter disappointment — the Business Week Letter. After 10 years, seeking to capitalize on the fame and resources of its phenomenally successful and profitable Business Week magazine, McGraw-Hill launched a bi-weekly newsletter bearing that name.

But the letter, although it was heavily promoted and reached a circulation of 26,000, never turned a profit, and a few years ago, with subscriptions way down, McGraw-Hill decided to take the magazine's name off the letter and call it the Personal Finance Letter.

Now, that publication — its circulation down to 10,000 — has just been sold to Kephart Communications Inc., a flourishing newsletter publishing company based in Alexandria, Va., which has merged it into its thriving, 15,000-subscriber Inflection Survival Letter.

THE COMBINED publication is called Personal Finance: Inflection Survival Strategies and its 25,000 circulation, publisher Robert D. Kephart told us, makes it one of the biggest investment newsletters in the country.

But if McGraw-Hill is red-faced over the failure of the Business Week letter, it still may be crying all the way to the bank as far as its overall newsletter operations are concerned. It doesn't have any more newsletters aimed at the general consumer, but it publishes a total of 22 business-related letters, and according to George Luitjen, who heads the company's Newsletter Publishing Center, they are providing a net profit of \$2.5 million on annual sales of \$10 million.

That's not a bad profit margin in any business you can name.

Court Clears Long-Distance Phone Competition

By Lyle Donahue
Washington Star Staff Writer

The Supreme Court today took away the last legal obstacle to long-distance telephone service by private-line firms.

In a brief order, it turned down three appeals challenging the last step in providing so-called "Executive" service.

The order allows the company offering that service to tie it into local telephone exchanges — the last link.

MCI Telecommunications Corp. has been offering "Executive" service for four years. Even so, the Bell System and the U.S. Independent Telephone Association — which represent on-Bell telephone companies — plus a number of states, have continued to challenge the legality of the service.

Under this type of service, any subscriber can make a call from any telephone in one city to any telephone in another city on MCI's private-line system.

"We bought Franciscan so cheap because everybody else was scared to death of it after our bankruptcy," Meyer explained, in the middle of a 10-day promotion, four recently. "Ray and I have turned Franciscan around."

It took Meyer's technical and administrative skills and Duncan's financial backing — two basic elements Meyer said his predecessors lacked — to begin the revival of the vineyards at Rutherford, Calif., in the Napa Valley.

"The combination of knowing what you're doing in the wine business and having the financial staying power was what was needed," he continued. "We're accomplishing the turnaround."

MEYER is a 40-year-old former Christian Brothers monk who worked at the Christian Brothers winery for 10 years. He immediately prior to the Franciscan partnership, he was a private consultant in grape growing and winemaking.

Because of his intimate involvement with Christian Brothers and the wine industry, Meyer is sensitive about using the association as a springboard for success. "I don't want to be like a lot of other monks who like to talk about being a former monk."

"I'm not ashamed about it," he emphasized, "but I don't like to play on their (Christian Brothers) reputation. I have a great regard for them. Either I can hack it myself, or I can't."

Almost in the same breath, Meyer said he explained that his vineyards are in no way connected with the Franciscan monks. "I first brought the grapes to California."

"We think it's a good name because the Franciscans were the first to grow grapes in California," he said. "But I don't like to play on that background."

"I guess it is unique, though," he admitted, "a fellow who was a monk now a president and wine-maker of a company."

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Here is a man who considers wine a food, a beverage of moderation. "I wouldn't have a

THE CALLER uses MCI intercity lines, which must be connected to local telephone exchanges.

Early this year, the Supreme Court refused to hear the first challenge to MCI's right to offer its long-distance service.

On April 14, the U.S. Court of Appeals here declared that MCI does have the right to tie its system to local telephone exchanges.

That was the ruling under challenge today in appeals, including one filed by the Federal Communications Commission.

In another action today involving the Bell System, the Supreme Court refused to speed up their action on a suit of the Justice Department's access to Bell system documents to bolster its antitrust case.

A federal judge here ruled on Sept. 11 that the department has a right to obtain microfilm reels of documents that the Bell System has retained for use in two private antitrust cases.

The department wants to use those files to bolster its own massive antitrust case.

trust case claiming that the Bell System has a monopoly in the communications business.

BELL HAS FILED a formal appeal to the Supreme Court testing the department's access to materials developed in other cases. The court has not yet acted on that appeal; its action today was a simple refusal to expedite a ruling on that basic question.

The court took a series of other actions today on business cases, including:

• It agreed to decide whether investors have a right to sue an accounting firm for damages for filing inaccurate audits of the books of a brokerage firm. The test case involves a \$68 million damage suit against the accounting firm of Touche Ross & Co., which audited the books of a now-defunct Wall Street firm, Weis Securities Inc.

• The court turned down, without comment, a claim by 73 railroads that rail unions having a dispute with

one railroad may not strike others, merely because they financially support the struck line. The issue was raised by the 73 railroads to insure that the Brotherhood of Railway Clerks does not renew a nationwide strike. The strike has been temporarily halted by President Carter.

• The court turned down, without comment, a claim by Rep. Henry S. Reuss, D-Wis., that he has a right to sue to challenge the makeup of a key government committee on money policy. Reuss, who is chairman of the

House Banking Committee, has complained that the Federal Reserve System's Open Market Committee is illegal because bankers sit on it. His test case was thrown out by lower courts, and the justices refused today to revive it.

• The court turned aside a claim that the Federal Trade Commission must enforce the antitrust law only on a case-by-case basis and may not announce its enforcement policy on an industry-wide basis.

Giant Posts Slight Gain In 3rd Period Earnings

By Donald Saltz
Washington Star Staff Writer

Giant Food Inc. today reported earnings of \$2.55 million, or \$2.47 per share, in the third quarter. Earnings per share rose from \$2.35 to \$2.47.

However, earnings from continuing operations rose only moderately from \$2.53 million, or \$2.47 per share, in the third quarter, to \$2.55 million, or \$2.47 per share.

Giant noted that despite a substantial increase in sales for the period — up 15.4 percent to almost \$246 million — earnings rose only slightly because the company was unable to pass on its increased costs of operations. It said its profit as a percentage of sales declined from 13.2 to 12.8 percent.

Giant's earnings were higher in the 36 weeks ended Nov. 4 — from \$8.44 million, or \$2.53 per share, to \$2.55 million, or \$2.47 per share. The company said last year's earnings figure does not include a loss of 12 cents a share from discontinued operations.

Sales for the 36 weeks rose 15.3 percent to \$240.4 million.

Giant also said it has changed its accounting method which provides for estimates of an annual inflation factor, and that if the current system had been used last year, earnings for the 12 weeks ended Nov. 5, 1977 would have been nine cents lower.

IT ALSO DEFERRED to February of next year capitalization of leases entered into prior to January 1, 1977, and the leases had been capitalized last year and this year, earnings would have been reduced by six cents for each 36-week period, the company said.

In the latest quarter, Giant closed six single institutional pharmacy in Takoma Park and all nine of its optical stores, but said the closings would have no significant effect on earnings.

Also during the quarter, Giant opened a 37,000-square-foot food and drug store in Columbia and a Pans Coral Inn in the Lakewood Mall. The company currently operates 117 food stores, 46 of them with pharmacies; 27 Pans Corals, three separate garden centers and, in Rockville, one gas station.

"Typical" U.S. Family Turns Out Only a Myth

By Sylvia Porter

Every news report I've read or heard about the 1978 tax law has implied the dollars-and-cents impact in terms of the typical American family — consisting of a breadwinner husband, full-time homemaker wife and two children.

So typical, so traditional in U.S. folklore is this family that I suspect that even the typical American family would be lost without statistical tables referring to the four-member unit.

But how typical is this "typical" U.S. family?

Not typical at all. How traditional is this four-member unit? It isn't — today. It's all but obsolete.

ALMOST HALF of today's 57 million families consist of only two members. Those with one child outnumber those with two.

The fastest-growing family type is the single-parent family and it has

been for some time. As far back as 1976, it accounted for almost one of every five families with children. Even more revealing — yet unnoticed — is that the proportion of people living in families at all has been dropping steadily for 15 years.

Despite these dramatic shifts in the makeup of the U.S. family, references to "typical" family still are the norm — not only for changes in fundamental tax laws but also for alterations in minimum-wage floors and countless other government programs. Irrelevant though it is to accept that any statistic dominates news reports, congressional debates, policy statements of U.S. officials.

ONE EXPLANATION: "The great variety in the structure of America's families is unrecognized because our data systems hang on while our population changes," says a Wellesley College statistics professor, Carolyn Shaw Bell.

Another: Government statistics change more slowly than the habits and forces they try to measure, according to Bureau of Labor Statistics commissioner Janet Norwood adds.

As an illustration, the crucially important Consumer Price Index recently was revised — but with data already three to four years old! The data, therefore, did not reflect con-

sumer responses to such vital events as the oil embargo, the soaring cost of energy, drastic changes in our auto expenditures.

As a second illustration, Norwood admits that the BLS's own family budget figures are based on data gathered in the early and mid-1960s, and constructed for a "typical" family, but not atypical family of four. Still the family budgets are used (1) in wage negotiations, (2) to establish need standards by some state welfare agencies, (3) even by private individuals in trying to determine in what areas of the United States they can best afford to live.

INERTIA is one reason the gap between numbers and reality persists. Many data collectors find it easier to plug new figures into old and familiar holes rather than to take social changes into consideration. Data-users also whether they be unions, corporations or other branches of government — object as well to the phasing-out of deficient or dated measures.

Ignorance of other types of information currently available encourages opposition to change. So familiar statistics get overworked and misused. Congress, for instance, insists on using state unemployment figures as the basis for providing millions of dollars in unemployment insurance benefits. This despite the fact that the BLS has testified that these figures are unreliable and actually could be replaced by a collection of random numbers.

"So few people understand the limitations of data, particularly that derived from systems set up years ago," Bell complained to my Washington associate, Brooke Shearer.

"People aren't willing to interpret data to accept that any statistic coming out of a survey is subject to sampling error," Norwood emphasizes.

Both experts agree:

1. Those who compile and publish data must discuss more frequently and in nontechnical language the limitations of their findings;

2. Congress must make sure, whenever it sets up programs depending heavily on statistics, that resources exist to produce up-to-date and reliable figures;

3. All of us — consumers, decision-makers and our staffs — must learn more about the scope and relevance of the numbers we use;

4. And all of us must take more responsibility for these statistics; must ask more questions; must be far, far less trusting.

Pemex Doubts Early Talks

MEXICO CITY (UPI) — Petroleum

Mexicanos (Pemex) Director General Jorge Diaz Borja yesterday confirmed a new oil find and said he does not foresee a quick resumption of natural gas talks with the United States.

Diaz Serrano also told a news conference Mexico will follow the lead of the Organization of Petroleum Exporting Countries if it decides to raise the price of crude.

He was also trying to establish a race with anybody to see who has the most reserves, said the head of the government-owned petroleum ministry.

The official made this comment to squelch rumors that Mexico had become leading oil nation in the world, with reserves in excess of 300 billion barrels of crude oil.

He said the Gulf of Mexico coast is believed to contain more than 100 billion barrels, he said, but studies on how much of the oil can be exploited will not be completed until the year end.

"At the end of the year (Dec. 31) I will announce the revised oil figures,

which will show an increase in all three categories — proven, probable and potential."

REITERATING President Jose Lopez Portillo's figures, released Sept. 1, he said Mexico has 20.2 billion barrels in proven reserves, 37 billion in probable and another 200 billion in potential reserves.

These figures do not include the find in the Tampico area known as Chicontepec off the Gulf of Mexico coast, the official said.

"But how much of this oil can be exploited with known techniques and will be economically feasible, we don't know yet because the studies have not been completed," he said.

"We will know by year end."

Experts believe at least 7 billion barrels of new oil will be added to the revised figures.

Turning to the natural gas talks with the United States, Diaz Serrano said Pemex had not been approached since December of last year when the deadline expired on a letter of intention of purchase.

Know-How Revives a Winery

By Annmarie Goeingster
Special to The Washington Star

Wined Justin Meyer and Raymond Duncan bought out the floundering Franciscan Vineyards from a group of Canadians four years ago. They knew they would have to suffer before they "turned the corner."

"We bought Franciscan so cheap because everybody else was scared to death of it after our bankruptcy," Meyer explained, in the middle of a 10-day promotion, four recently. "Ray and I have turned Franciscan around."

It took Meyer's technical and administrative skills and Duncan's financial backing — two basic elements Meyer said his predecessors lacked — to begin the revival of the vineyards at Rutherford, Calif., in the Napa Valley.

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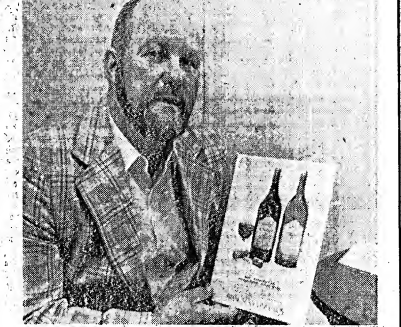
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Here is a man who considers wine a food, a beverage of moderation. "I wouldn't have a



Justin R. Meyer, partner in Franciscan Vineyards.

dinner without a bottle of wine," he said. "To me, to have a glass of wine with a steak makes much more sense than drinking a cup of coffee."

Franciscan Vineyards spans 500 acres in the Sonoma, Lake and Napa Counties in California. Vineyard land doesn't come cheap — from \$10,000 to \$15,000 an acre for good production land — which is why Meyer stresses strong capitalization in the business.

He estimated the market value of his winery and vineyards to be \$20 million. He further says he expects the young company to get into the black within the next year — just into its fifth year of operation.

Franciscan is predominantly a red grape, red wine operation, and the recent trend toward white wine has caused the company "flat-footed," Meyer said with a wry smile. That trend — and the growing number of different blends of wines — has made the old maxim "red wines with red meat, white wines with seafood and low" almost obsolete.

BUT MEYER still advises people. "If you're nervous about choosing a wine, just follow that simple rule. Or serve rose and champagne. You're never wrong with those two."

Meyer doesn't pretend Franciscan can compete with "big guys like Gallo, but we're there for when you're going to have your special friend over for dinner, or you're entertaining your friends."

You're going to spring for a better bottle of wine. And our wines aren't terribly expensive." (Prices range from \$2.50 to \$6.50 a bottle.)

As for being a young kid in town producing basically the same product as some established wineries, Meyer makes this comparison:

"It's like cars. They all get you there. It boils down to how much you want to pay and what kind of luxury you want to ride in. The same thing happens with wines."

"But the fun part of the industry is ultimately it's my palate

takes over fights, whether to secure a better price for shareholders or simply to prevent the success of a big foe like Dr. J. Pemberton 1889 to its presently blossoming billion-dollar business. Along the way, Waters argues, success has been achieved by the secret formula for Coca-Cola today and which American president never succumbed to the pleasures of The Real Thing?"

CROSSWINDS, by Naheeb E. Halaby, Doubleday, 317 pages, \$18.

The former head of the Federal Aviation Administration and chairman of the Board of Pan American Airways recounts his rise and fall in the corporate and bureaucratic structures of aviation.

HOW TO SUCCEED IN BUSINESS AND MARRIAGE, by Richard W. Ogden, Amacom, 161 pages, \$9.95.

Aimed particularly at men, the author explains how one can mesh the hard and successful business with a successful marriage. Ogden also includes tips on keeping marriages romantic and full of life.

COCA-COLA, AN ILLUSTRATED HISTORY, by Pat Waters, Doubleday, 289 pages, \$12.95.

Waters traces the entire history of America's No. 1 soft drink from its humble beginnings in the backyard of Dr. J. Pemberton 1889 to its presently blossoming billion-dollar business. Along the way, Waters argues, success has been achieved by the secret formula for Coca-Cola today and which American president never succumbed to the pleasures of The Real Thing?

THE BOOK may serve as a helpful guide to corporate management concerned with the growing number of mergers and acquisitions.

—Donald Saltz

RECENT BUSINESS BOOKS

TENDER OFFERS: DEFENSES, RESPONSES, AND PLANNING, by Arthur Fleischer Jr., Law & Business Inc./Harcourt Brace Jovanovich, \$28 pages, \$7.95.

This is a thick handbook on corporate takeovers and the defenses against them, compiled by a graduate of Yale Law School and partner of a New York law firm.

The text contains reference citations which analyze strategies, statutes, decisions and regulations, and a section on court opinions and corporate statements.

It also outlines details of several attempted takeovers and the procedures used by the companies in being sought, and the bidding company's prior treatment of assets of companies it has acquired.

This section discusses the avenues of opposition management can use in

takeover fights, whether to secure a better price for shareholders or simply to prevent the success of a big foe like Dr. J. Pemberton 1889 to its presently blossoming billion-dollar business. Along the way, Waters argues, success has been achieved by the secret formula for Coca-Cola today and which American president never succumbed to the pleasures of The Real Thing?

A section on exhibits regarding correspondence and documents of companies on both sides of tender offers.

The book may serve as a helpful guide to corporate management concerned with the growing number of mergers and acquisitions.

—Donald Saltz

ALMOST EVERYONE'S GUIDE TO ECONOMICS, by John Kenneth Galbraith and Nicole Salinger, Houghton Mifflin Co., 162 pages, \$8.95.

One of the nation's better-known economists and a French reporter, who also is the wife of Pierre Salinger, have collaborated to write a simplistic introduction to the science of economics in a step-by-step question-and-answer style.

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New Airbus Challenges U.S. Firms For Jetliner Orders Worth Billions

privileged loans financed by the European governments.

So far, the only American company to buy the Airbus is Eastern Airlines, which has agreed to buy

But Bernard Lathiere, chairman of Airbus Industrie, said he is confident Eastern also will buy a number of

A310s and predicted that at least one other U.S. airline will buy one or the other version of the aircraft.

Airbus Industrie was set up in 1969 by France and West Germany. Each

own 47.9 percent of the company, the remaining 4.2 percent being held by Spain's Construcciones Aeronauticas S.A.

Britain's Hawker Siddeley, which has since been incorporated in the nationalized British Aerospace Company, has been helping to build the 100 British participants in the

A conflict erupted between Paris and London last July when the British government authorized British

Aerospace to join Airbus Industrie, as suggested by French and West German aircraft builders forming the consortium. Paris vetoed the

move on the ground that Prime Minister James Callaghan had simultaneously given a green light to the state-run British Airways to buy 19 Boeing 767s and none of the Airbuses.

French Transport Minister Joel Le Theule announced angrily that France will not allow Britain to help build the Airbus, and thus gain

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13 Chemicals	174 58 up 0.15 pc 0.05 pct

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